

## **Abstract**

The bachelor's thesis "Institutional Communication in the Czech Republic Focused on Ministry of Interior and the Project Electronisation of Public Administration" targets the specifics of public institutions' marketing communication. The principal objective is to describe major approaches to the theory of institutional communication in different aspects comprising Structural Functionalism, Institutional Economy, Conversational Analysis, Toronto School of Communication Theory and most recent exploratory studies in the theory of social communication and marketing communication in 2011. Based on the broad and narrow context of the terms eGovernment and eDemocracy and taking advantages of the primary and secondary research it analyses two stages of marketing communication campaign of Data Boxes project in 2009, institutionally falling within the Ministry of Interior of the Czech Republic. The thesis consists of the own strategic and tactical concepts and their visual design.